

Oldies show on KAUR

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Dan Iseminger, station manager at KAUR, had been trying this summer to find a rock and roll oldies show for the station. He thought that an oldies show would work well with KAUR's flexible format and would appeal to old and new listeners alike. The problem was that most radio shows of that kind are nationally syndicated and stations have to pay large amounts of money to corporations that produce the shows in order to get them and broadcast them.

At the same time, Jerry Livermont and Don Fritz of Sioux Falls had an idea to produce a rock and roll oldies show from their large private record collections. Their problem was finding a radio station that needed such a show and that would add it to their regular format.

As luck would have it, the two parties finally met and the show has become a reality. "Rock and Roll Revisited," produced by Fritz and Livermont, is aired every Sunday night at 9:00 on KAUR, FM 89.

The music featured on the "Rock and Roll Revisited" show is from the years between 1955 and 1970. One of the most unique things about the show is that while it doesn't feature the top hits of the time, like Elvis Presley's "Blue Suede Shoes" or hits by the Beatles, it doesn't dwell on obscure music, either. "We try to highlight the secondary hits of a group. Music that was in the Top 100 of the music charts but wasn't real popular," Fritz said. "A lot of it is our favorite music."

As owner of the Play It Again Record Shop, 2300 W. Madison

in Sioux Falls, Livermont spends a lot of time with older music, and he and Fritz both collect old and rare records. They estimate that between the two of them they have around 25,000 records to choose from for their shows. Jerry's collection of songs includes more from the 50's, and Don's from the 60's, so consequently they have the flexibility to play just about any music from the time. Another advantage of such a large collection is that they have very little repetition in their shows. "In the twelve or fifteen shows we've done, we've never played a song twice. Our music is really unlimited," said Livermont.

The show itself is usually put together about a week before it is aired, using input from both men. Each week the show highlights an aspect of rock and roll, like folk music, the California sound, or even Christmas music that rock musicians have done. It takes them about two and a half hours to tape the 60 minute show, and when they're done they decide on the next show's theme. They are even looking at doing a show about Sioux Falls area artists from the 50's and 60's.

The two producers of the show like KAUR's format and hope to get more people aware of the show, especially those who like the music it offers. For the future, they look forward to selling the show after they get more experience producing it. It may also be extended to a 90 minute show in the future. But for now, they are doing it because they like it. According to Fritz, "The reason we do it is because we like old rock and roll. It costs us money to produce the show, but we do it because it's fun."